

## CLAIMS

What Is Claimed Is:

1. A label for a product comprising:
  - a) a base adapted to be affixed to said product;
  - b) an electronic display panel affixed to said base and not associated with the inherent functioning of the product; and
  - c) a programmable circuit operatively connected to said display panel, said programmable circuit being programmed to output label information to said display panel for display thereon
2. The label according to claim 1 wherein said display panel is a liquid crystal display.
3. The label according to claim 2 wherein said liquid crystal display includes a backlight.
4. The label according to claim 3 further including a power switch to alternately turn the power to said backlight on and off.
5. The label according to claim 2 further including a plurality of screen images associated with said display panel which can be selectively displayed on the display panel by the user.
6. The label according to claim 5 further including an input device to manually change the screen image.
7. The label according to claim 5 wherein said screen images include a logo screen.

8. The label according to claim 5 wherein said screen images include at least one product information screen.
9. A method for labeling a product that does not include a display as an inherent feature of the product, said method comprising:
- a) attaching an electronic display to the product; and
  - b) programming the electronic display to display label information.
10. The method according to claim 9 wherein the electronic display is a liquid crystal display.
11. The method according to claim 9 wherein the step of programming said display comprises programming the display to display multiple screen images.
12. The method according to claim 11 wherein the electronic display includes an input device to manually change said screen images.
13. The method according to claim 11 wherein said screen images change automatically without input from the user.
14. The method according to claim 12 wherein said input device comprises a pressure-activated button on said display.
15. The method according to claim 12 wherein said input device comprises a touch screen.

16. A method for labeling a product, said method comprising:
  - a) attaching an electronic display to the product, wherein said electronic display is not associated with the inherent functioning of the product;  
and
  - b) programming the electronic display to display label information.
17. The label according to claim 16 wherein said display panel is a liquid crystal display.
18. The label according to claim 17 wherein said liquid crystal display includes a backlight.
19. The label according to claim 18 further including a power switch to alternately turn the power to said backlight on and off.
20. The label according to claim 17 further including a plurality of screen images associated with said display panel which can be selectively displayed on the display panel by the user.
21. The label according to claim 20 further including an input device to manually change the screen image.
22. The label according to claim 20 wherein said screen images include a logo screen.

23. The label according to claim 20 wherein said screen images include at least one product information screen.